

Maulana Abul Kalam Azad University of Technology
(Formerly West Bengal University of Technology)
Syllabus of BBA (Tourism & Travel)
Effective for Academic session 2019 - 2020

FIRST SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-101	Tourism – Principles & Practices	3	1	0	4	4
2.	TTM-102	Principles of Management	3	1	0	4	4
3.	TTM-103	Communicative English	3	1	0	4	4
4.	TTM-104	Tourism Geography	3	1	0	4	4
Total of Theory						16	16
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-185	Computer Lab	0	0	4	4	4
Total of Sessional						4	4
Total of 1ST Semester						20	20

SECOND SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-201	Transport in Travel & Tourism	3	1	0	4	4
2.	TTM-202	Travel Agency & Tour Operation	3	1	0	4	4
3.	TTM-203	Principles of Marketing	3	1	0	4	4
4.	TTM-204	Business Communication	3	1	0	4	4
5.	TTM-205	International Tourism	3	1	0	4	4
Total of Theory						20	20
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
Total of Sessional						0	0
Total of 2nd Semester						20	20

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THIRD SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-301	Tourism Product - I	3	1	0	4	4
2.	TTM-302	Tourism Marketing	3	1	0	4	4
3.	TTM-303	Tourism Economics	3	1	0	4	4
4.	TTM-304	Environmental Studies & Sustainable Development	3	1	0	4	4
Total of Theory						16	16
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
6	TTM 385	Foreign Language(French) I	3	1	0	4	4
Total of Sessional						4	4
Total of 3rd Semester						20	20

N.B: Final exam (TTM 385) to be conducted by the external experts and nominated by the University

FOURTH SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-401	Tourism Product II	3	1	0	4	4
2.	TTM-402	Organizational Behavior in Tourism	3	1	0	4	4
3.	TTM-403	Tourism Planning & Policy	3	1	0	4	4
4.	TTM-404	Accounting and Finance for Tourism	3	1	0	4	4
Total of Theory						16	16
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
6	TTM 485	Foreign Language (French) II	3	1	0	4	4
Total of Sessional						4	4
Total of 4th Semester						20	20

N.B: Final exam (TTM 485) to be conducted by the external experts and nominated by the University

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FIFTH SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-501	Human Resource Management in Tourism	3	1	0	4	4
2.	TTM-502	Entrepreneurship Development in Tourism	3	1	0	4	4
3.	TTM-503	MICE Management	3	1	0	4	4
4.	TTM- 504	Specialization Paper I	3	1	0	4	4
Total of Theory						16	16
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
5.	TTM 585	Field Trip Report					4
Total of Sessional							4
Total of 5th Semester						16	20

SIXTH SEMESTER

A. THEORY							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM 601	Application of ICT in Tourism	3	1	0	4	4
2.	TTM 602	Legal & Ethical Issues in Tourism	3	1	0	4	4
3.	TTM 603	Specialization Paper II	3	1	0	4	4
Total of Theory						16	12
C. SESSIONAL							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
4.	TTM 685	Dissertation					8
Total of Sessional							8
Total of 6th Semester						20	20

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There are three areas of specialization to be offered to the students and each student will have to opt for 1 area. Paper I will be covered in 5th Semester and Paper II in 6th Semester.

	AREA	SUBJECT	CODE
A.	Travel Agency and Tour Operation Management	1.Travel Agency & Tour Operation Management I	TTM 504A
		2.Travel Agency & Tour Operation Management II	TTM 603A
B.	Air fare Management	1. Airlines & Air fare Management I	TTM 504B
		2. Airlines & Air fare Management II	TTM 603B
C.	Niche and Alternative Tourism	1.Niche & Alternative Tourism I	TTM 504C
		2.Niche & Alternative Tourism II	TTM 603C